3/20/84
C7715-3

DECEMBER
1983

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	DECEMBER		Σ '83 vs '82	Σ 1ND	
	1983	1982		1983	1982
A M C	21058	15918	32	2 31	2 08
(Alliance/Encor	17298	9242	87 7	1 93	1 21
(Eagle)	3520	6614	47 62	1 38	*
CHRYSLER	25420	11827	42 53	2 14	2 33
(Laser)	431			*	
(Le Baron)	7742	5332	45 1*	8	26
(E/Ny/Ny 5 AVE)	1361	9032	150 75	1 43	1
DODGE	36307	31850	13 98	3 82	4 15
(Daytona)	3414			36	
(Colt/Vista)	5290	2722	194 1*	56	35
(Conq/Challngr)	581	1062	54 7	6	14
(Omni)	9378	8256	120 86	1	1
(Aries)	11245	12535	89 69	1 24	1 53
(Diplomat)	554	1117	49 6*	6	1
(Dodge 400/600)	5111	5449	93 83	54	
PLYMOUTH	29460	26683	109 42	3 1*	4 45
(Colt/Vista)	4208	2565	164 25	45	34
(Conq/Sapporo)	501	1331	37 64	5	
(Horizon)	10128	8	126 5*	1 06	1
(Reliant)	14195	14159	100 25	1 51	1 82
(Gran Fury)	428	717	59 69	4	9
CHRYSLER CORP	91467	76574	119 4*	10 32	10 33
FORD	111631	86912	128 4*	12 4	11 36
(Escort)	31179	31260	99 7*	3 3	4 04
(Fairmont)	332	16670	1 99	1 7*	2 14
(Tempo)	24652	1		2 7*	
(Granada)		4258			56
(LTD)	2866*	2256*	126 4*	1 1*	2 96
(Mustang)	10458	10142	102 92	1 1*	1 32
(T/Bird)	6445	7911	86 52	1 8	1 04
LINCOLN	9316	10336	84 5*	1 2	1 34
(Mark VI E VIII	2941	1145	23 5	1 2	1
MERCURY	19781	10824	129 57	1 4*	1 39
(Zephyr)	15	4086	1 7*	1	1
(Topaz)	723			1	
(Cougar)	3607	2146	168 1*	1	2
(Capri)	2055	3214	63 9*	1	1
(Lynx)	5935	8569	71 51	1	1
LINC MERC DIV	49888	41417	117 4*	5 4*	5 46
FORD MOTOR CO	161720	128129	126 2*	17 57	16 82
BUICK	39956	32268	123 8*	8 3*	8 44
(Skyhawk)	6259	5803	107 9*	64	74
(Skyhawk)	9388	11511	81 5*	1	61
(Century)	16726	14774	121 4*	1 8*	1 80
(Regal)	13178	9181	143 4*	2 1*	2 51
(Riviera)	6637	4666	142 2*	74	61
CADILLAC	12077	2789*	115 00	1 51	1 64
(Cimarron)	1740	1788	97 32	1	23
(Eldorado)	7611	6337	121 2*	85	83
(Seville)	2159	2663	80 36	41	73
CHEVROLET	136422	116787	116 8*	14 2*	14 27
(Chevette)	17719	17430	101 66	1 9*	2 24
(Citation)	24519	14160	173 16	2 7*	1 85
(Cavalier)	26214	12051	216 5*	3	1 73
(Camaro)	17356	18168	95 26	1 9*	2 34
(Citation)	7256	15736	46 37	84	2 04
(Malibu)	1217	10234	11 8*	1	1
(Corvette)	2755	1954	142 3*	3	2
(Monte Carlo)	12820	8154	157 46	1	1 04
OLDSMOBILE	59070	77038	126 60	7 8*	10 04
(Omega)	5577	5855	95 2*	1 4	76
(Firenza)	4049	3459	117 1*	45	45
(Cutlass Ciera)	22096	17823	159 86	2 6*	1 81
(Cutlass)	11590	24186	47 9*	1 4*	3 15
(Toronado)	4715	5400	87 3*	52	44
PONTIAC	61215	69225	88 4*	6 7*	8 15
(1000)	2681	4448	60 27	29	58
(2000)	9219	5599	164 6*	1 01	73
(6000)	10797	7918	135 3*	1 2*	1 04
(Phoenix)	1674	4486	37 3*	18	58
(Bonneville)	7743	6296	122 98	85	82
(Firebird)	9537	11677	81 6*	1 0*	1 5*
(Fiero)	7485			82	
GEN. MTRS. CORP	408690	340906	119 88	44 9*	44 5*
Misc. Domestic	23	181	12 71		02
Other Import	228001	203193	112 23	25 00	26 5*
U. S. TOTAL	909660	765461	118 8*		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% CHANGE	MONTH		YEAR END
	1981	1982	1981/1982	1981	1982	1982
AMC	190797	108705	-43.0%	27,...	...40	108,705
(Alliance/Encore)	141833	24637	-82.6%	5,...	33	24,637
(Eagle)	48964	83068	+69.6%	22,...	...41	83,068
CHRYSLER	254,175	171,878	-32.4%	44,...	...27	171,878
(Laser)	951					
(Le Baron)	79,454	85,981	+8.2%	21,...	...08	85,981
(E/Imperial/S.A.E.)	15,308	6,741	-56.0%	226	...06	6,741
DODGE	362,192	202,411	-44.1%	49,...	...44	202,411
(Daytona)	74,...					
(Colt/Vista)	105,...	65,617	-37.5%	18,...	......	65,617
(Conq/Challenger)	14,013	1,365	-90.3%	342	......	1,365
(Dart)	94,960	78,177	-17.7%	21,...	...07	78,177
(Arties)	17,988	11,644	-35.3%	3,...	......	11,644
(Diplomat)	25,867	23,118	-10.6%	5,...	......	23,118
(Dodge 400/600)	6,138	32,024	+421.7%	8,...	......	32,024
PLYMOUTH	306,134	234,...	-23.4%	56,...	......	234,...
(Colt/Vista)	156,...	154,...	-1.0%	40,...	......	154,...
(Conq/Sapporo)	1,865	1,224	-34.4%	98	......	1,224
(Horizon)	9,866	44,893	+355.1%	10,...	......	44,893
(Reliant)	15,673	14,...	-8.1%	3,...	...07	14,...
(Gran Fury)	2,...	14,...	+...	3,...	......	14,...
CHRYSLER CORP	822,561	765,478	-6.9%	120,...	...34	765,478
FORD	1,034,730	888,...	-14.1%	214,...	......	888,...
(Escort)	134,693	167,286	+24.2%	33,...	...74	167,286
(Fairmont)	46,...	131,...	+184....	35,...	......	131,...
(Tempo)	124,...				...24	
(Granada)		9,555			...23	9,555
(LTD)	28,...	37,...	+33.1%	3,...	...78	37,...
(Mustang)	11,...	11,...	-...	99	......	11,...
(T-Bird)	12,...	4,...	-65....	1,...	...54	4,...
LINCOLN	97,...	87,...	-10....	22,...	...13	87,...
(Mark VI & VII)	26,...	25,...	-3....	3,...	...33	25,...
MERCURY	395,...	315,...	-20....	74,...	...04	315,...
(Zephyr)	1,...	1,...	-...	2,...	...83	1,...
(Topaz)	36,...				......	
(Cougar)	80,...	57,...	-28....	9,...	...74	57,...
(Capri)	2,...	3,...	+...	2,...	...33	3,...
(Lynx)	83,...	1,...	-98....	2,...	...38	1,...
LINC/MERC DIV	4,...	4,...	+...	1,...	......	4,...
FORD MOTOR CO	1,...	1,...	-...	17,...	...44	1,...
BUICK	81,...	71,...	-12....	9,...	......	71,...
(Skyhawk)	7,...	4,...	-...	1,...	......	4,...
(Skylark)	18,...	14,...	-...	1,...	......	14,...
(Century)	14,...	9,...	-...	1,...	......	9,...
(Regal)	22,...	22,...	-...	2,...	......	22,...
(Riviera)	5,...	4,...	-...	1,...	......	4,...
CADILLAC	29,...	24,...	-...	3,...	......	24,...
(Cimarron)	1,...	1,...	-...	1,...	......	1,...
(Eldorado)	6,...	5,...	-...	1,...	......	5,...
(Seville)	3,...	2,...	-...	1,...	......	2,...
CHEVROLET	1,...	1,...	-...	1,...	......	1,...
(Chevette)	17,...	22,...	+...	3,...	......	22,...
(Celebrity)	17,...	9,...	-...	1,...	......	9,...
(Cavalier)	2,...	1,...	-...	2,...	......	1,...
(Camaro)	17,...	17,...	-...	1,...	......	17,...
(Citation)	9,...	8,...	-...	1,...	......	8,...
(Malibu)	8,...	10,...	+...	1,...	......	10,...
(Corvette)	2,...	2,...	-...	1,...	......	2,...
(Monte Carlo)	10,...	9,...	-...	1,...	......	9,...
OLDSMOBILE	9,...	11,...	+...	1,...	......	11,...
(Omega)	4,...	7,...	+...	1,...	......	7,...
(Firenza)	3,...	2,...	-...	1,...	......	2,...
(Cutlass Ciera)	1,...	1,...	-...	1,...	......	1,...
(Cutlass)	3,...	2,...	-...	1,...	......	2,...
(Toronado)	3,...	3,...	-...	1,...	......	3,...
PONTIAC	5,...	4,...	-...	1,...	......	4,...
(1000)	3,...	4,...	+...	1,...	......	4,...
(2000)	8,...	5,...	-...	1,...	......	5,...
(6000)	8,...	5,...	-...	1,...	......	5,...
(Phoenix)	2,...	4,...	+...	1,...	......	4,...
(Bonneville)	8,...	7,...	-...	1,...	......	7,...
(Firebird)	9,...	9,...	-...	1,...	......	9,...
(Flero)	1,...				......	
GEN. MTRS. CORP.	3,...	3,...	-...	44,...	......	3,...
Misc. Domestic	6,...	2,...	-...	1,...	......	2,...
Other Import	2,...	2,...	-...	27,...	......	2,...
U. S. TOTAL	8,...	7,...	-...	115,...	......	7,...

UNITED STATES SUMMARY

(Make Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	DEC	% IND	YEAR TO DATE		% '81 VS '82	% IND	
	1981		1981	1982		1981	1982
Dodge	28,402	8.56	253,500	218,218	116.24	8.52	8.93
Plymouth	2,802	8.4	26,174	20,174	100.4	3.4	2.4
Ford	10,306	3.07	94,256	73,120	128.47	3.66	3.00
Chevrolet	10,089	3.04	90,467	75,803	119.33	3.78	3.12
G.M.C.	2,672	8.05	24,740	21,208	116.67	8.33	8.70
I.H.	732	2.2	5,526	4,592	120.01	2.0	1.89
Jeep Truck	2,585	3.78	26,455	22,084	123.10	2.57	2.55
Mack	556	1.7	5,038	4,550	95.46	5.1	6.4
Kenworth	1,104	3.3	7,912	7,344	158.65	3.7	3.0
Peterbilt	976	2.9	8,026	6,781	138.83	2.7	2.4
Daimler-Benz Corp	1,548	4.7	13,998	10,252	136.55	4.7	4.2
Volvo White	1,319	4.0	6,187	4,566	132.81	2.1	1.8
Misc.	4,105	12.88	43,448	34,452	126.84	14.76	14.25
U. S. Total	33,187		297,655	243,071	122.4		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW8 33 & OVER
Dodge	153,688	100,412						
(Dodge 1)	98,328	72,352						
Plymouth 4	6,797	3,190						
Ford	32,932	57,592				10,467	18,714	15,4
(Ford 2)	26,992	21,427						
Chevrolet	49,136	37,794	2,120		280	5,135	7,078	451
(Chev. 3)	33,584	15,134						
G.M.C.	10,832	11,657	720		634	5,255	9,078	7,284
(G.M.C. 4)	6,595	4,876						
I.H.						1,703	11,441	1,948
Jeep Truck	50,702	25,751						
(Jeep 5)	50,702	21,778						
Mack						2,214	981	1,201
Kenworth								1,927
Peterbilt								1,826
Daimler-Benz Corp						1,921	9,677	1,111
Volvo White							1,813	1,187
Misc	1,304	1,421	13	1,140	1		2,151	1,104
Total	1,512,677	1,205,413	21,340	1,140	915	45,194	49,265	11,001
1982 Total	1,277,414	950,452	19,492	1,140	1,194	41,927	45,952	11,328
1982 vs 1982	23.09	125.50	12.5		45.14	25.48	29.30	12.19

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Ram vans, Ramcharger, Ram 50 and Rampage.

2 Includes Courier, Ranger, Bronco and vans.

3 Includes El Camino, Blazer, L.U.V., S10 and Vans.

4 Plymouth includes Trail Duster, Voyager, Scamp and Arrow.

5 Includes vans, Jimmy, S15 and Cabellero.

6 Includes CJ's, Cherokee, Wagoneer and Scrambler.

Registrations for the State of Oklahoma are not available.

New York, Nov Dec. Compiled from Manufacturers' Sales Records.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1983		YEAR TO DATE 1982	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt	38623	.45	36677	.47
Dodge Colt Vista SW	1904	.02		
Dodge Conquest	687	.01		
Dodge Challenger	1334	.15	1365	.18
Plymouth Colt	34030	.39	35424	.45
Plymouth Colt Vista SW	1617	.02		
Plymouth Conquest	559	.01		
Plymouth Sapporo	11204	.13	12241	.15
Total Domestic Sponsored Imports	102063	1.19	97849	1.26
OTHER IMPORTS				
Isuzu	20526	.23	15321	.20
Nissan	514118	5.96	459511	5.93
Honda	387452	4.45	366321	4.72
Mazda	170406	1.96	159487	2.06
Mercedes-Benz	72440	.81	65148	.84
Renault	32987	.37	36054	.46
Subaru	148042	1.66	140997	1.82
Toyota	541975	6.07	530077	6.84
Volkswagen	142397	1.60	149422	1.93
Volvo	91806	1.03	73135	.94
Others	223119	2.50	175760	2.26
Total Other Imports	2355288	26.38	2170733	27.99
GRAND TOTAL ALL IMPORT CARS	2457351	27.54	2268631	29.26

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	6870	.23	21215	.87
Dodge RAM 50	32759	1.10	31975	1.32
Ford Courier	9136	.31	29466	1.21
Plymouth Arrow	849	.03	5484	.23
Total Domestic Sponsored Imports	49614	1.67	88140	3.63
OTHER IMPORTS				
Isuzu	23889	.80	16846	.69
Nissan	132088	4.44	106440	4.38
Mazda	70795	2.38	38058	1.57
Subaru	5906	.20	6444	.27
Toyota	174860	5.87	147542	6.07
Volkswagen	19793	.66	26980	1.11
Others	10466	.35	2647	.11
Total Other Import Trucks	437797	14.71	344951	14.19
GRAND TOTAL ALL IMPORT TRUCKS	487411	16.37	433091	17.82

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	176865	5.94	175906	7.24
DODGE RAMPAGE	1047	.35	1599	.66
FORD RANGER	181814	6.11	97522	4.01
GMC S15	39416	1.32	38504	1.58

UNITED STATES SUMMARY

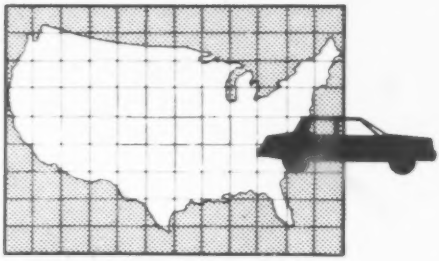
NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443910	2185489
*1982	7754342	2438671
*1983	8926186	2976556

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R-9-83

DECEMBER 1983 ISSUED 03/84



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- What are the demographic characteristics of the new Thunderbird purchasers?

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